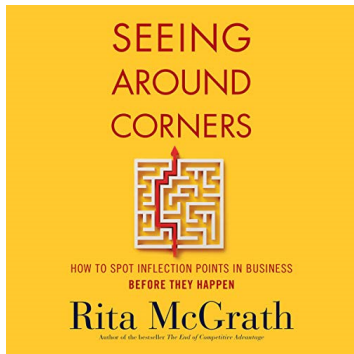




Book Review by Stephen Tate

Rita McGrath- Seeing Around Corners **How to spot inflection points in business before they happen**



Rita Gunther McGrath is a best-selling author, speaker and professor at Columbia Business School. She is an acclaimed expert on leading innovation and growth during times of uncertainty. This engaging book outlines inflection points before they happen, and explains how to harness these disruptive influences to give a business a strategic advantage.

The author's vision is important and reassuring during current events. As a result of health and biosecurity protections introduced both domestically and internationally during the COVID-19 pandemic, Australian businesses and their employees are facing serious issues. How we react to such changes, known as inflection points, can offer new opportunities or lead to devastating outcomes.

Only those leaders who can “see around corners” and spot the impending inflection points are poised to succeed in this new and disrupted market. Though they may seem sudden, they are not random but rather have been subtly building for some time.



Armed with the right strategies and tools, smart businesses have the opportunity to gain a competitive advantage. This book provides a practical guide to anticipating, understanding, and capitalizing on the inflection points shaping the marketplace.

Rita's presentation on The Big Think is well worth viewing. Her personality as a speaker is authoritative and engaging. It is suggested that concerned business owners and managers read this book and/or watch her presentation. This may create inspiration to review the likely change in sentiment in the community social order, and how business might look at employee relations, corporate citizenship, experimentation. It will provide business professionals with a fresh outlook on how resources can be obtained and used to cope in the future.

Other books by Rita McGrath of note are:

1. The End of Competitive Advantage (Harvard Business Review Press, 2013) - a best seller.
2. Discovery Driven Growth, cited as creating one of the most important management ideas ever developed.

Follow the link below to view Rita McGrath's presentation

<https://www.facebook.com/BigThinkdotcom/videos/3100889309956444/>

